



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Arts
Semester- 5 (BA)

Subject: Creative Content Writing (BATXX15213)

Type of course: Skill Enhancement Course

Prerequisite: NA

Rationale:

This course aims to develop students' creative writing skills across various forms, including fiction, poetry, and non-fiction. Additionally, students will explore content writing with Generative AI, understanding how to use AI as a tool for creativity while maintaining originality and ethical writing practices.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T	P	C	SEE	CCE			
					LWA	V	ALA	
0	0	4	2	50	20	10	20	100

Legends: CI-Classroom Instructions; T- Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

2 Credits * 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted in to 25 Marks

CCE 50 Marks will be converted in to 25 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Creative Writing Foundations Introduction to Creative Writing: meaning, purpose, relevance, Imaginative Thinking: "What If?" games, image prompts, freewriting, Tropes, Motifs & Figures of Speech (metaphor, simile, personification), Wordplay & Dialogue: writing dynamic conversations, Character Creation, Reading & analysis of characters from literature/media (e.g., Harry Potter, The Guide), Exercises on writing characters with different identities (gender, class, ethnicity)	07	25 %
2	Close Reading, Interpretation & Editing Literary Analysis, Writing Interpretation, Proofreading, Close Reading Practice: prose, poems, memoirs, Small Group Discussions on Meaning, Tone, Style, Writing reflective/creative responses to texts, Editing & Proofreading: Grammar correction, sentence restructuring, Use of tools (Grammarly, Hemingway Editor), Peer review cycles	08	25 %
3	Writing for Media & Creative Platforms Steps of Creative Writing: Prewriting, Drafting, Revising, Writing for Blogs, Social Media, and Web Platforms, Understanding Voice and Audience, Writing Reviews: Book Review, Film Review (e.g., Barfi, Pather Panchali), Writing for Magazines, Open Calls, Contests, Creating Writer's Bio, Author Introduction	07	25 %
4	Genre Mastery through Writing Practice Poetry Writing: Understanding tone, form, rhyme, free verse, Writing original poems in different moods/styles, Fiction Writing: Story arc, character arc, point of view, Writing flash fiction and short stories, Non-Fiction Writing: Memoir, biography, reflective pieces, Narrating lived or imagined experience, Drama Writing: Plot, scenes, dialogues, stage directions, Writing and enacting short dramatic scenes	08	25 %



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1.	Freewriting Exercise + Story Starter Challenge Students must complete a 15-minute freewriting session on a random topic without stopping. They should then choose a story starter provided by the faculty and expand it into a 300-500 word short scene.	10
2.	Write a Short Story or Poem Using Poetic/Literary Devices students will write an original short story (800-1000 words) or a poem that incorporates at least three literary devices (such as metaphor, symbolism, alliteration, imagery, etc.). Upload the story/poem on the GMIU Web Portal along with a brief self-reflection (100 words) on how they applied literary devices in their writing.	10
3.	AI-Assisted Blog Post Creation Students will use a Generative AI tool (such as ChatGPT) to create an initial draft of a blog post on a topic of their choice. They must then refine, edit, and enhance it with their own creativity and unique voice. Publish the final blog post on a blogging platform (e.g., Medium, WordPress, or Blogger) and share the link on the GMIU Web Portal.	10
4.	The Rewrite Challenge Students will be given a poorly written or cliché-filled short story or scene. Their job is to rewrite the piece, improving its plot, dialogue, and characterization. They should also provide a brief summary of the changes they made and explain the reasons for their choices.	10
Total		40

Suggested Specification table with Marks (Practical):40

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyse (N)	Evaluate (E)	Create (C)
Weightage	N/A	N/A	N/A	N/A	N/A	N/A

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Apply creative writing techniques in different genres.
CO2	Develop original stories, poems, and personal essays.
CO3	Utilize Generative AI tools for content creation and enhancement.
CO4	Critically analyze and refine their writing through peer feedback and editing.

Practical List:

No.	Description	Unit	Hrs.
1	Freewriting Drill: 10-minute unfiltered writing session based on a visual or word prompt.	1	2
2	"What If?" Brainstorm Game: Students generate plot ideas by transforming "what if" questions into story premises.	1	2
3	Tropes & Motifs Hunt: Identify tropes/motifs in assigned stories and present how they're used creatively.	1	2
4	Figure of Speech Match: Write original sentences using metaphors, similes, and personification.	1	2
5	Wordplay Challenge: Create a short script using puns, idioms, or playful language creatively.	1	2
6	Dialogue Writing: Write a one-page conversation between two characters in conflict.	1	2
7	Character Sketch: Build a character profile including name, background, personality traits, and goals.	1	2
8	Character Reimagining: Recast a popular character (e.g., Harry Potter) into a new setting or social identity.	1	2
9	Character Collage Project: Create a visual and written representation of an original character.	1	2
10	Close Reading Worksheet: Analyze a selected poem or prose for tone, theme, and style.	2	2
11	Interpretive Response Writing: Write a short creative response	2	2



	to a literary piece.		
12	Group Discussion & Reflection: Participate in small group discussions and submit a personal takeaway.	2	4
13	Proofreading Practice: Edit a flawed paragraph using grammar tools (Grammarly, Hemingway).	2	2
14	Peer Editing Cycle: Exchange drafts with classmates and provide constructive written feedback.	2	2
15	Sentence Restructuring Task: Rewrite dull or clumsy sentences for better impact.	2	2
16	Rewrite the Ending: Change the ending of a known short story with your own creative twist.	2	2
17	Blog Drafting Workshop: Use AI or brainstorming to create a blog post draft; refine and polish manually.	3	2
18	Social Media Storytelling: Create a 5-part Instagram story (image + text) for a fictional event or theme.	3	4
19	Voice & Audience Adaptation: Rewrite the same piece for a child, teen, and academic audience.	3	4
20	Film Review Exercise: Watch a short film or selected scene (e.g., Barfi) and write a review.	3	2
21	Writer's Bio Creation: Write a professional 100-word writer's bio for publishing platforms.	3	2
22	Call for Submissions Practice: Draft a submission pitch letter for a magazine or contest.	3	2
23	Poetry Lab: Write a poem in a chosen form (e.g., haiku, free verse, sonnet) using a given mood/tone.	4	4
24	Flash Fiction Prompt: Write a complete story in under 500 words using a twist ending.	4	4
25	Dramatic Scene Writing: Script and perform a 2-minute dramatic dialogue with stage directions.	4	4



Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference book

- [1] The Routledge Creative Writing Coursebook. By Paul Mills. London: Routledge Publishers, 2006. Print
- [2] Field, Syd Foundation of Screen Writing. Delta Revised Edition, New York: 2005. Print
- [3] King, Stephen. On Writing: A Memoir of the Craft. Kindle Edition
- [4] Earnshaw, Stephen. The Handbook of Creative Writing

